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### *Phase 2 of Missouri's statewide library promotion*

## State Library introduces marketing campaign graphics

All Missouri libraries will soon receive a graphics kit developed for the statewide marketing campaign for libraries. A key component of the kit is the new logo created for the campaign, which incorporates the slogan "Missouri Libraries: Your Lifetime Connection." The kit will also include the following items:

- two four-color posters—16"x20" and 11"x17"
- 100 full-color bookmarks
- 25 counter cards featuring information about Missouri libraries
- four-color mousepad
- logo pocket folder
- floppy disk containing the logo and a variety of templates using the logo
- identity manual with instructions on use of the logo
- order form for additional items and specialty products featuring the logo

The graphics kit was created by The Vandiver Group, the St. Louis firm working with the State Library and the Marketing Missouri Libraries Task Force to promote Missouri libraries.

Two members of the Vandiver staff also will conduct a series of regional workshops, "Essential Design Principles for Missouri Libraries," scheduled for November 29 at The Library Center in Springfield, December 1 at Mid-Continent Public Library (headquarters) in Independence, and December 5 at the Spencer Road Branch of St. Charles City-County Library. In these workshops, library staff will acquire a working knowledge of good design and learn how to create documents, both print and web-based, that present the best image for their libraries.

Phase 1 of the campaign focused on planning and research by the task force, a survey of Missouri librarians about their promotional efforts, a statewide library awareness survey conducted by the Center for Advanced Social Research at the University of Missouri-Columbia, and a statewide marketing conference conducted by Jim Fleck, a nationally known library marketing authority. Phase 2 consists of the campaign graphics and publicity materials. Phase 3, to begin in 2001, will involve the production of a video about Missouri libraries, regional workshops, promotion in statewide media outlets, and additional graphics.

For more information about the campaign, contact Madeline Matson at the State Library, 800-325-0131, ext. 8, or [matsom@sosmail.state.mo.us](mailto:matsom@sosmail.state.mo.us)



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## Poll shows strong American reading habits



The vast majority (84%) of Americans claim to have read all or part of at least one book during the past year, a number that has stayed roughly the same over the past 20 years.

A September 2000 Gallup Poll also found that Americans can be fairly avid readers. Thirty percent of the public has read between one and five books this past year, and 16% of the public has read between six and 10 books. Almost four out of 10 have read more than 10 books. Thirty-one percent of the public says it has read between 11 and 50 books, while 7% of the public has read over 50 books during the past year.

Americans appear to be most interested in nonfiction reading. When given a choice, 46% of readers say they read mostly nonfiction books, compared to 35% who mostly read fiction. Seventeen percent of readers claim to partake of both genres equally. The choice between fiction and nonfiction varies depending on a person's age and gender.

Only 6% of American readers say they are members of a book discussion group. That number rises to 8% among women (compared to 3% of men) and 13% among those with a postgraduate education (compared to only 6% of college graduates and 2% of those with a high school education or less).

Despite the fanfare surrounding the impact of Internet book websites such as Amazon.com and BarnesandNoble.com, only 1% of Americans claim they select their books by browsing an Internet site. Twenty-seven percent of Americans select books based on a recommendation from someone they know. About that same percentage choose books by browsing a bookstore or library (26%) or by choosing an author whose books they like (27%). Only 6% of readers select books based on reviews they have read.

## A statewide union catalog for Missouri

Public librarians throughout the state have long expressed the need for a statewide union catalog to replace the CD-ROM catalog developed in the early 1990s. And they have encouraged the State Library to find an appropriate solution in the electronic environment.

After several years of research, the State Library will provide libraries with access to a union catalog for Missouri through the World Wide Web using OCLC's WorldCat. The project will be supported through the Library Services and Technology Act and with funds from local library districts. State funds will cover membership, profiling, and technical support fees to the state's OCLC provider, the Missouri Library Network Corporation.

By using OCLC's FirstSearch and then accessing a Missouri image, library users will be able to see the holdings of Missouri

libraries as they exist in WorldCat. Libraries also will have the option of providing a link for users from the FirstSearch system to local interlibrary loan services.

Additional information about this project will be published in upcoming issues of *newsline*.

## AP article emphasizes libraries' popularity

*"Maybe reports of the death of the book in the age of the Internet were greatly exaggerated."*

That's the lead of a recent Associated Press article about metropolitan Kansas City libraries, which has been published in newspapers across the state. Titled "Harry Potter, Internet Fuel Library Boom," the article describes record crowds using libraries in Kansas City and nationwide. It highlights new library construction projects in the Kansas City area, notes the expansion of hours and addition of new services offered

by most libraries, and explains that libraries are “connected” in ways ranging from Internet access and online catalogs to community programs and presentations.

Also noted were the ways libraries are using techniques and services often found in bookstores such as coffee bars, sales of books and gift items, convenient delivery of requested materials, and purchasing more copies of popular books. An example was Mid-Continent Public Library’s purchase of 250 copies of the latest Harry Potter book to meet the heavy demand.

Reporters at AP affiliates throughout the state not only carried the Kansas City-focused article but also interviewed local librarians to add a local focus to the article. Librarians mentioned the overall increased usage and the popularity of storyhours, summer reading programs, and public access Internet terminals.

Leigh Estabrook, director of the Library Research Center at the University of Illinois, provided background information for the article. She said that library circulation and visits are up both nationally and locally and speculated that Internet availability in libraries promotes increased usage of book collections.

As the article points out, “libraries are suddenly hip.” But that’s no surprise to any Missouri librarian.

## National coalition issues report on adult literacy

The National Coalition for Literacy has released a long-anticipated call to action for adult literacy titled *From the Margins to the Mainstream: An Action Agenda for Literacy*. The report was launched during a luncheon on Capitol Hill in Washington, DC, which was attended by more than 125 members of Congress, congressional staff, literacy leaders, researchers, practitioners, and adult learners.

*From the Margins to the Mainstream* recommends what lawmakers, business and labor, and service providers must do to strengthen the national system of services



to the millions of adults with low literacy skills. The recommendations, which are based on feedback from literacy providers and students across the nation, focus

on three primary areas: ensuring quality services for adults, enhancing access to those services, and assembling sufficient resources to support both quality and access.

The report proposes that the adult education, literacy, and language system work toward the following goal:

*By 2010, a system of high-quality adult literacy, language, and lifelong learning services will help adults in every community make measurable gains toward achieving their goals as family members, workers, citizens, and lifelong learners.*

While a 1992 study found that more than 40 million adults have poor literacy skills, only four million adults are currently served by the publicly funded adult education system. Implementing the report’s action agenda will improve the system by fostering greater cohesiveness, enhancing stature, increasing funding, and promoting a shared national vision. Highlights of the action agenda include:

- Persuading Congress to appropriate \$1 billion annually to the adult education, language, and literacy system, an increase of more than \$600 million over current appropriations.
- Making greater use of distance learning technologies.
- Encouraging unions and employers to expand their joint efforts to provide adult education, language, and literacy programs to workers and their families.

The National Coalition for Literacy expects to hire staff to work with state organizations and local programs to implement the agenda’s recommendations.

The report is available online at <http://www.nifl.gov/coalition/nclhome.html> or by calling the National Institute for Literacy’s hotline at 800-228-8813.



## Web Watch

### Certificate Creator

<http://www.CertificateCreator.com/>

Offers 38 styles of certificates; easy to use and fairly quick to print. This site works with Internet Explorer, not Netscape Navigator.

### The Kidlink Network

<http://kidlink.org/english/general/index.html>

A multilingual, multinational site for students to connect via e-mail discussion groups. Includes Kidcafes—student-only discussions—which take place in more than 10 different languages. Sponsored by The Kidlink Society, a non-profit foundation in Norway.

### Merriam-Webster’s Dictionary of Law

<http://www.lawyers.com/lawyers-com/content/glossary/glossary.html>

and

### Shark Talk

<http://www.nolo.com/dictionary/wordindex/cfm>

Two authoritative sources for help with legal terms.

### NewsBlip

<http://www.newsblip.com>

Recent and breaking news in broad categories from sites around the world. Holds stories for only four or five days.

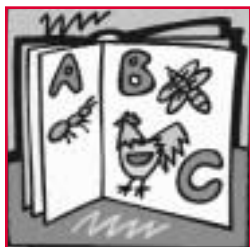
## Getting an early start

The U.S. Department of Education has several publications available to help families get their young ones ready to learn.

"Building Your Baby's Brain: A Parent's Guide to the First Five Years" describes how children learn about the world around them. For instance, children learn by touching different textures and listening to various sounds, in turn allowing the brain to make important connections to stimulate learning. This booklet, also available in Spanish, can be downloaded from <http://www.ed.gov/offices/OERI/ECI/publications.html>.

"Helping Your Child Get Ready for School" offers activities that reveal how even sorting socks can have educational value. For a copy, visit <http://www.ed.gov/pubs/parents/GetReadyForSchool/>.

"Learning Partners: A Guide to Educational Activities for Families" includes a host of activities for promoting a child's learning in subjects such as art, history, geography, and science. It is available at <http://www.ed.gov/pubs/parents/LearnPtnrs>.



## 2000 public library Internet study

The U.S. National Commission on Libraries and Information Science (NCLIS) has completed its sixth public library Internet study. *Public Libraries and the Internet 2000: Summary Findings and Data Tables* was prepared by Dr. John Carlo Bertot and Dr. Charles R. McClure for NCLIS. The summary findings are available at <http://www.nclis.gov/statsurv/2000plo.pdf>.

The 2000 Internet Connectivity Study measured the level of connectivity, public access, training support, and technology funding, current and anticipated, for staff and the public. Internet connectivity in public libraries is 95.7 percent—up from 83.6 percent reported in the 1998 study—and 94.5 percent of public libraries provide public access to the Internet.

Suburban libraries saw the largest increase in connectivity, reporting a 20 percent increase in public Internet connectivity since 1998. Public library outlets have nearly doubled the number of public access workstations since 1998. Seventy-five percent of public library outlets have eight or fewer workstations as compared to four or fewer in 1998.

Summary data is also available on prevalence of acceptable use policies, installation of filtering software in libraries when searching the Internet, and use by the public of Internet-accessible resources including commercially produced databases.

## FOLUSA strengthens Books for Babies campaign

Friends of Libraries U.S.A. (FOLUSA) has enhanced and focused its Books for Babies campaign to include parents at all reading levels by importing an informative, easy-to-read booklet used during the national reading promotion in England.

*Babies Love Books* by Catherine and Laurence Anhold will show American parents at lower reading levels the importance of nurturing literacy skills in their children by

talking, playing, and reading with them.

This colorfully illustrated new edition to the Books for Babies kit is included in bright yellow bags along with baby's first book, baby's first library card, three pamphlets about the importance of reading, Barbara Bush's "Family Reading Tips," and a nursery rhyme and finger game booklet. Locally inserted library information and a bib are optional additions.

The kits are available for purchase by Friends, public libraries, hospital groups, churches, Rotary, Kiwanis, women's clubs, and other community organizations for \$5 each with a minimum order of 25. They are distributed to mothers of newborns through hospitals and doctor's offices. Sample kits with bibs are available for \$8.

More information about the kits is available by phoning 800-9FOLUSA.

## FirstGov—a website for federal government services and info

On September 22, President Clinton announced the launch of First Gov, the first-ever U.S. government website that provides the public with easy, one-stop access to all federal government online information and services.

This website (<http://www.firstgov.gov/>) provides a single online information portal that connects Americans with information and resources from all 27 million federal agency webpages, one of the largest and most useful collection of webpages in the world.

Citizens can use FirstGov to apply for student loans, plan for retirement, track Social Security benefits, and get advice on buying a first home or starting a small business. Citizens also can go to FirstGov to reserve a campsite in a national park, arrange to watch a NASA shuttle launch, conduct research at the Library of Congress, or take an architectural tour of the National Gallery of Art.

With a powerful search engine developed and donated by Internet entrepreneur Eric Brewer, FirstGov can search half a billion



documents in less than one-quarter of a second and handle millions of searches a day. To increase efficiency, FirstGov allows citizens to find information intuitively—by subject or by keyword.

FirstGov protects its users with strong privacy standards that safeguard their online communications and transactions with the government. FirstGov will not track or record personal information about individuals and their visits, unless the user chooses to provide such information.

## Library of Congress leads effort toward global reference

The Library of Congress and 16 other libraries have begun testing an online reference service that will be available 24 hours a day, seven days a week, to users worldwide. This unique partnership, known as the Collaborative Digital Reference Service (CDRS), will be the first of its kind to connect users with accurate, timely, and credible information anytime, anywhere through an international, digital network of libraries and related institutions.

LC has been working on this collaborative project since the fall of 1999. The first “live” question was posed on June 29. This reference inquiry—regarding ancient Byzantine cuisine—was sent by a participating public library consortium in London. The request, which was received by the CDRS server at the Library of Congress, was matched based on subject matter, depth of detail, and time of day, and routed to the Santa Monica Public Library at 10:40 a.m. Several hours later, a list of five books was on its way to London. During its first month of “live” testing, the member institutions exchanged more than 300 questions, creating a virtual reference desk spanning three continents and 15 time zones.

On a local, regional, national, and global scale, the tradition of libraries to provide value-added service will be the CDRS hallmark. This reference service will apply the best of what libraries and librarians have to offer: organization, as well as an in-depth

subject expertise, for the universe of unstructured and unverified information on the Internet. Using new technologies, the service will enable member institutions to provide the best answers in the best context, by taking advantage not only of the millions of Internet resources but also of the many more millions of resources held by libraries that are not online.

The CDRS is currently testing the second of three pilots. Details about these pilots and other aspects of the CDRS can be found at the project website at <http://www.loc.gov/rr/digiref/>.

## School reform in Missouri

Over the past decade, Missouri public schools have made steady and significant progress in improving students’ academic performance and expanding opportunities for students of all ages. For example:

- Missouri’s average score on the ACT college-entry exam has risen steadily over the past decade, and it remains above the national average. Significantly, the number of students taking upper-level “core curriculum” classes also has increased steadily.
- In 1990, 40 percent of the state’s school districts were unaccredited according to state standards. Today, only the Kansas City and St. Louis districts have failed to meet minimum academic standards, and Kansas City is the only district that is officially unaccredited. On the positive side, more than 90 districts have earned the rating of “accredited with distinction” within the past three years, primarily because of improved academic performance.
- The dropout rate has declined for the past three years in public high schools. Local schools focused a great deal of attention on this problem during the 1990s, and those efforts are now paying off.
- Today, about 70 percent of all kindergarten students in Missouri have access to a full-day program at school, compared to less than 30 percent at the beginning of the 1990s. Almost 500 districts now offer full-

*(continued on page 6)*



## Preserving historic treasures

The Preservation Directorate in the Library of Congress recently launched “Back to Baseball Cards,” a Web publication that highlights more than 100 years of preservation at the Library.

The site (<http://www.loc.gov/preserv/bachbase>) contains illustrations and descriptions of some of the most important preservation treatments that have been carried out on the Library’s 119 million items. It illustrates both the diversity of the Library’s collections and the broad range of creative techniques that have been applied over the years to preserve and protect the nation’s rich resources for future generations.

The historical importance of each item described in the publication is followed by a brief discussion of its preservation treatment. Accompanying “thumbnail” images can be blown up and printed out. Items included in the publication span the range of formats found in the Library’s collections and include newspapers, manuscripts, photographs, prints, posters, works of art, books, maps, music manuscripts, sound recordings, and moving images.

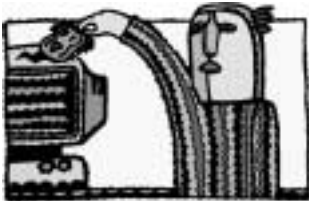
### Many non-Web users don't want access

A new study by The Pew Research Center for People and the Press suggests that many people who aren't online simply don't want to be. Many say Internet access is too expensive and that the online world is dangerous, confusing, and generally not worth bothering with. Those who are unlikely to go online tend to be above 50 years old, are less likely to be employed, and live in households earning less than \$50,000.

Pew said its report suggests the growth of the U.S. Internet population of the past few years will slow. It added that most people under 30 who aren't online plan to get access, especially parents with children living at home.

The report's findings were based on separate surveys of almost 13,000 people conducted from March through June (margin of error 2.5-3 percent).

Source: *Wall Street Journal* (interactive)



day kindergarten—more than double the number 10 years ago.

• Since 1993, about one-fourth (122) of the state's public high schools have earned recognition as "A+ Schools." This program rewards students for academic achievement and for good attendance and behavior. As a result, thousands of young people have qualified for state financial assistance to

cover two years of higher education at a community college or technical school.

• Enrollment in summer school has more than doubled in recent years. Last year (1999), 451 of Missouri's 524 school districts provided summer school for 212,000 students.

Source: *Missouri Department of Elementary and Secondary Education*

## Professional Reading

### *Materials for loan from the State Library*

The following books on library theory and practice are available for loan from the Missouri State Library's Professional Materials Collection by calling 573-751-3615. Loan period is one month.

*Dealing with Difficult People in the Library.* Mark R. Willis. Chicago: American Library Association, 1999.

*Designing Better Libraries; Selecting & Working with Building Professionals.* Richard C. McCarthy. Fort Atkinson, WI: 1999.

*An Introduction to Public Library Foundations.* Jerry Krois, comp. Cheyenne, WY: Wyoming State Library Division, 2000.

*The Librarian's Guide to Partnerships.* Sherry Lynch, ed. Fort Atkinson, WI: Highsmith Press, 1999.

*The Librarian's Quick Guide to Internet Resources.* Jenny Lynne Semenza. Fort Atkinson, WI: Highsmith Press, 1999.

*Libraries, The First Amendment and Cyberspace: What You Need to Know.* Robert S. Peck. Chicago: American Library Association, 2000.

*Library Security and Safety Handbook; Prevention, Policies, and Procedures.* Bruce A. Shuman. Chicago: American Library Association, 1999.

*Reference Sources for Small and Medium-sized Libraries.* Scott E. Kennedy, ed. Chicago: American Library Association, 1999.

*Small Libraries; Organization and Operation.* Donald J. Sager. Fort Atkinson, WI: Highsmith Press, 2000.

*Strategic Management for Today's Libraries.* Marilyn Gell Mason. Chicago: American Library Association, 1999.

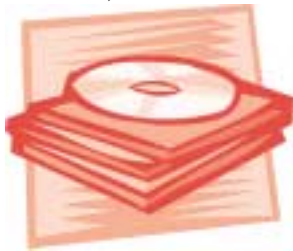
*Teen Resources on the Web; A Guide for Librarians, Parents and Teachers.* Mimi Mandel. Fort Atkinson, WI: Alleyside Press, 2000.

*Wired for the Future; Developing Your Library Technology Plan.* Diane Mayo and Sandra Nelson for the Public Library Association. Chicago: American Library Association, 1999.

# Current technology trends for libraries

What technological issues have a good chance of affecting libraries in the next few years? A dozen leading members of the Library and Information Technology Association are keeping up with that question and discussing issues online and in person, so that library staff can stay informed. Their insights, collectively and individually, will help staff to prepare for the always-uncertain future.

The following trends build on, but don't negate, issues identified last year (see *newsline*, June 1999).



## Trend #1

*Libraries need to work with the Internet, not against it!* We can't keep waiting for the Web to go away, or we'll become the stable owners of the early 21st century, waiting for those newfangled horseless carriages to disappear. Learning about the Web—what we can do with it, what our patrons can do with it—should be our top priority.

## Trend #2

*Librarians need to decide their roles* in the world of ubiquitous electronic information. Are we here to decide what is "right," or to listen to users and offer them alternatives? Start considering how we can add value to electronic information in unique ways, without trying to exert a level of control that we can't (and don't need to) achieve.

## Trend #3

*Convergence*—whether it's patrons wanting to use library computers for an ever-widening number of functions, the "marriage" of library collections with those of museums and archives, or patrons asking how to configure their browsers to access those online library resources from home, boundaries are blurring. There is no longer a clear line between what "we" do with technology and

what "they" do with technology. We must decide what we can and will support based on real needs of users, not librarian comfort levels.

## Trend #4

*Partnerships*—libraries can't afford to be isolated, and technology provides us with more tools and opportunities for collaboration. Be proactive about looking for partnership opportunities in your community, especially with organizations with deep pockets. Be prepared to look past the traditional library world, and let go of rigid structures. There is life beyond MARC!

## Trend #5

*Privacy*—The comparative ease of collecting individual data about Web usage is both a threat and an opportunity. Librarians have historically worked to protect individual privacy in relation to intellectual freedom, but many of us are not aware that we may be leading patrons to online resources that don't offer this protection. On the other hand, sometimes we ignore the usefulness of our own data, even when it can't be traced to individuals. Libraries could be real "players" politically where it counts if we looked at more of our data in marketing terms. And aggregating data to do collaborative filtering ("people who bought this book also bought...") seems to be working for Amazon!

## Trend #6

*We can't fend off e-books* with a glib "I like to read a book at the beach, under a tree, or in bed" any more, because now you can do all of those things. With some public libraries starting to lend Rocket e-books and NetLibrary signing up universities right and left, the world of e-books is taking shape, although it might not affect your library for a year or two. What librarians need to do now is stay informed and get involved in discussions with e-book publishers about standards—don't assume that privacy concerns, fair use in copyright, and methods of charging for use are going to conform to what we've gotten used to in libraries with print materials.

## Missouri author publishes book on King Award activities

Nancy J. Polette, professor of children's literature at Lindenwood University in St. Charles, is author of the recently published *Celebrating the Coretta Scott King Awards: 101 Ideas & Activities*.

The King Award recognizes titles which have made an exceptional contribution to racial understanding and the appreciation of cultural diversity. Polette's book includes author and illustrator biographical information and a plot summary for each award-winning book, tips for using the book in the library or classroom, educational games, easy craft projects, pre- and post-reading activities, and exercises to strengthen library skills.

Polette has written more than 150 professional and children's books and is a nationally known consultant on reading, gifted education, library media, and children's literature.

The book is available for \$16.95 from Highsmith Press at 800-558-2110.





**newsline** welcomes information for "Missouri Library News" and "Personal Notes" from librarians, library trustees, and others interested in the state's libraries. Send news about library events, projects, awards, and personnel changes to the editor. (See page 2 for contact information.)

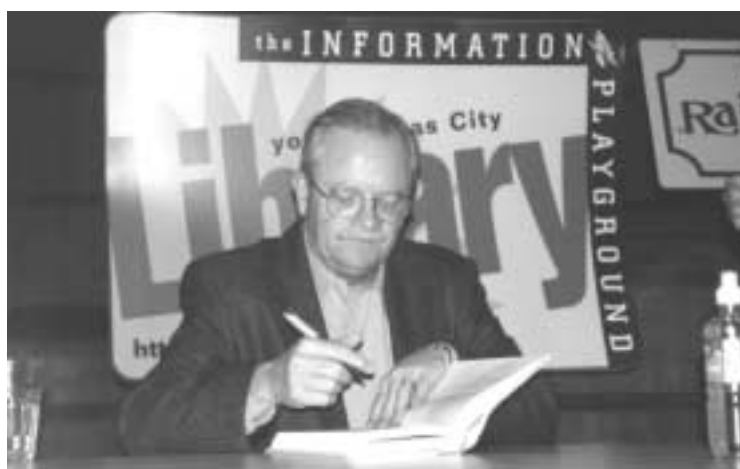
## Ellis Library mounts Beetle Bailey exhibit

The University of Missouri celebrated the 50th anniversary of the Beetle Bailey comic strip with a month-long special exhibit at Ellis Library in September. Created by MU graduate Mort Walker, Beetle Bailey is the third most widely distributed comic strip of all time.

The exhibit featured items from the Special Collections' Mort Walker Collection, the Comic Art Collection, and the University of Missouri Collection. An online exhibit is available at <http://www.system.missouri.edu/archives/exhibitlist.html>.

Margaret Howell, head of Special Collections, said the Hearst Entertainment Corporation provided the library with a disc that included numerous images of Beetle and his friends; from this disc, the library reproduced large images of Beetle, Sarge, Miss Buxley, and General Halftrack for the exhibit.

Introduced on September 4, 1950, the cartoon strip was conceived as a light look at college life and published in only 12 newspapers. With the U.S. entry into the Korean conflict, Beetle Bailey accidentally enlisted in the Army and his exploits became an enduring fixture of the nation's



Kent Haruf, author of *Plainsong*, autographs a copy of his book at the Kansas City Public Library's speaker series event in September.

funny pages. Today, the strip is published in more than 1,800 newspapers.

## Polk County Library holds dedication ceremony

The Rayl Family Library, Polk County Library's new facility in Bolivar, was dedicated on September 9, 2000, with Senator John Ashcroft as the keynote speaker. Almost 100 people attended the dedication of the library.

In late December 1997, Joe and Jane Rayl established a charitable trust in the amount of \$625,000 with the Bolivar Educational Advancement Foundation as a starter fund for a new public library. Two retired professional fundraisers, Dr. James Sells and Dr. Ken Edmondson, volunteered their services and conducted a successful campaign, resulting in additional pledges or gifts of over \$800,000 from more than 400 library supporters.

The new building—almost four times the size of the old library—is 13,487 square feet and sits on 1.9 acres leased by the City of Bolivar.

The Rayls' gift was made in memory of their son, Dave, who "enjoyed reading and learning in the old library."

## Two St. Louis libraries host international librarians' conference

St. Louis County Library and St. Louis Public Library jointly hosted the International Association of Metropolitan Librarians (INTAMEL), September 17-20. The conference included approximately 50 delegates from the Netherlands, Hungary, Germany, Sweden, United Kingdom, France, Jordan, Romania, Belarus, Norway, Singapore, and the United States.

"Public Libraries in a Global Society" was the theme of the conference, which also included meetings in New Orleans, September 23-24. The conference has been held only once in the United States in the last 10 years.

State Librarian Sara Parker opened the conference with a keynote address. She



used a Lewis and Clark analogy to illustrate libraries forging into the unknown and discussed competition from information and entertainment agencies and globalization trends as they affect libraries.

During the conference, delegates presented papers and visited a variety of St. Louis libraries and landmarks. St. Louis County Library director Dan Wilson and St. Louis Public Library director Glen Holt shared responsibility for planning the events and tours.

Founded in 1966, the conference is dedicated to improving the resources and availability of libraries around the world through the networking efforts of the members. Ideas are exchanged on topics such as library networks, buildings, automation, research, and service to special groups. To join the organization, members must be directors of libraries in major urban areas with populations of 400,000 or more.

## River Bluffs Regional Library honors Eugene Field

Throughout September, the River Bluffs Regional Library celebrated the 150th birthday of Eugene Field, the "children's poet."

The library held Eugene Field storyhours and craft activities, displayed the writer's books and poems, and distributed bookmarks with quotes from Field's poems such as "The Dutch Lullaby" (Wynken, Blynken and Nod) and "The Calico Cat and the Gingham Dog."

Although he was born in St. Louis, Field had a strong and sentimental attachment to St. Joseph. He first visited St. Joseph in 1871 during his college years and later worked as a city editor and reporter for the *St. Joseph Gazette* (later the *News-Press*). He met his wife in St. Joseph and wrote several of his most famous poems in the city. St. Joseph serves as a backdrop for two of his well-known poems: "In Lover's Lane, St. Joe" and "The St. Jo Gazette."

The Eugene Field Room in the Downtown Library features a statue commemorating the poem "Little Boy Blue," which Field wrote after the death of one of his sons.

## Barry-Lawrence Regional Library sponsors program for home schoolers

About 150 home-schooled children in towns served by the Barry-Lawrence Regional Library participate in a unique program designed to enrich their learning experiences. Offered in Aurora, Cassville, Monett, and Mount Vernon, the program was developed by Janea Coker, programming coordinator for the regional library.

The hour-long weekly classes use a wide range of library resources, both print and electronic. Augmenting the instructional activities are crafts and games, visits from authors and teachers, and visits to local agencies and institutions. The children are encouraged to offer their own ideas for future discussion.

Coker described the program as basic outreach and simply another way the library serves the community. "The kids become friends, and it gives parents a chance to meet and connect," she said.

## Two major gifts support Springfield library renovation

The Springfield-Greene County Library is the recipient of two large donations that will benefit young users of the library.

The Titus Foundation, a local charitable organization, has contributed \$40,000 to fund the children's department at the Midtown Carnegie Branch, which is currently undergoing renovation. And the Friends of the Library donated \$35,000 from proceeds of its spring booksale to fund the young adult department.

A year ago, the Titus Foundation gave \$186,000 to fund the children's department at the new Library Center. The Friends also gave a substantial sum to help with construction of The Library Center.

## Camden County opens new library

The new \$1.4 million Camden County Library opened in Camdenton on September 11.





## The Web grows...and grows


With an estimated 2.5 billion sites, the World Wide Web changes by the minute. This estimate comes from Cyveillance.com, a website that keeps a running counter of websites (<http://www.cyveillance.com>).

"In other words, if you began at your favorite website and looked at another website every 20 seconds, you could look at a mere 1.6 million sites per year," said Mike DePue, business librarian at The Library Center in Springfield. "Puttering along at that relatively leisurely rate, it would take you 1,585 years, five months, 26 days, six hours, and eight minutes to see 2.5 billion sites."

## Public library facts

 There are more than 16,000 public libraries in the United States.

 About two-thirds of the nation's households visit the library at least once a year.

 Almost 96 percent of public libraries are connected to the Internet, and most offer public access.

## E-rate's success silences critics

The federal E-rate program, which provides Internet discounts to schools and libraries, has been so effective that the initial controversy surrounding the program has essentially disappeared.

The E-rate was created as part of the Telecommunications Act of 1996, which deregulated the telephone and cable industries. The act required phone carriers to provide schools and libraries with Internet discounts. Companies responded by adding a small charge to customers' long-distance phone bills. Initially, critics objected to these charges and contended that the e-rate was not improving schools. However, the program has given \$3.65 billion since 1998 and has provided access for one million public school classrooms and thousands of libraries.

At 20,500 square feet, the new library is three times the size of the former facility and is designed to allow for new public services and future expansion.

Library director Carrie Ruggles said the building is designed "for the delivery of modern library services and materials, and it is totally compliant with the requirements of the Americans with Disabilities Act."

The library offers a meeting room, an exhibit area, a genealogy/quiet room, Internet access for adults and children, and an on-line catalog. Ruggles said the children's room is "much larger and more pleasant for activities, and there is a book return curb-side for easy access."

The library also plans to upgrade services to its branches in Climax Springs, Osage Beach, Stoutland, and Sunrise Beach.

## Jackson Public Library receives gift for automation

The Jackson Public Library Board of Trustees, Jackson Mayor Paul Sander, and the Jackson City Council announced on September 22, that Walter M. and Sally K. Pierce have donated \$30,000 to the library. The donation is to be used in conjunction with designated library funds to add automated circulation to the library.

Sally Pierce is the director of the Jackson Public Library.

## "Let's Talk About It" grant to Kirkwood Public Library

The Kirkwood Public Library is one of 20 libraries nationwide to receive a \$1,000 grant to host the new "Let's Talk About It: The Next Generation of Reading and Discussion Programs for Libraries" series. The grants were awarded by the National Endowment for the Humanities and the American Library Association Public Programs Office.

The grant will support local scholars' honoraria as well as program and promotional costs.

"Let's Talk About It" focuses on reading a common series of texts, chosen by a nationally known scholar, and a discussion

theme in the context of a larger theme.

Three new themes have been developed for the program: "End of the World or World Without End: Readings for the Millennium"; "Long Gone: The Literature and Culture of African-American Migration"; and "One Vision, Many Voices: Latino Literature in the U.S."

Over the last few years, the Kirkwood library has received numerous grants from state and national agencies for reading and discussion programs.

## St. Louis Public Library embarks on branch renovation project

The Carpenter Branch of the St. Louis Public Library has closed so that a completely new neighborhood branch library can be constructed in its place. The rebuilt Carpenter Branch will be nearly twice the size of the current building. The work is expected to take about 18 months, with the new branch opening to the public during the spring of 2002.

Planned improvement at the location includes easier access for senior citizens and patrons with disabilities, enlarged space for adult and children's reading areas, a state-of-the-art Neighborhood Computer Center with new computers and a variety of educational and recreational software, a large auditorium, and updated collections of books and other materials.

The project is part of the library's ongoing renovation and construction program, which began several years ago and will involve major renovations and improvements at every branch in the library system.

## Stars & Stripes Library/Museum plans expansion project

The Stars & Stripes Library/Museum in Bloomfield has received \$60,000 to assist in a construction project which will double the size of the existing facility. The funds were awarded through a grant from the Industrial Development Authority of Stoddard County.

With the new funds, the facility will expand its exhibit area, enlarge its reading room, and provide a more spacious library, all of which will provide an enhanced experience for visitors and researchers.

The library/museum has become a major attraction in the area, attracting more than 7,000 visitors in its two years of operation.

Bloomfield is the birthplace of *Stars & Stripes*, a newspaper published by soldiers for soldiers. First issued during the Civil War, the newspaper was discontinued after the war but resumed publication during World Wars I and II and the Korean, Vietnam, and Gulf wars.

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## Competition opens for library PR award

The 2001 John Cotton Dana Library Public Relations Awards contest is open to all libraries and agencies that promote library service. Entries can be for calendar year

2000 (January-December), school year 1999-2000 (Fall-Spring), or any special project that ends in 2000. Deadline for entries is December 29, 2000.

Presented annually since 1946, the award honors outstanding library public relations programs that support a specific project, goal or activity, or a sustained, ongoing program. Examples might be the promotion of a summer reading program, a year-long centennial celebration, fundraising for a new college library, an awareness campaign, or an innovative partnership in the community.

Sponsors include the Library Administration and Management Association and the H.W. Wilson Company. The awards will be presented during the 2001 American Library Association annual conference in San Francisco.

Additional information is available from: [www.ala.org/lama/awards/jcd](http://www.ala.org/lama/awards/jcd).

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## Free art resources for libraries

Public, school, and alternative libraries across the country can order free books, videos, and interactive materials on art and cultural issues from the Distribution to Underserved Communities (DUC) Program.

Founded in 1990, the DUC Program is an innovative project of Art Resources Transfer, a non-profit organization that has distributed more than 40,000 free items to libraries in 42 states. Currently, the DUC catalog contains more than 350 titles from museums such as The Museum of Modern Art, The Whitney Museum of Art, the Amon Carter Museum in Fort Worth, the Pasadena Art Alliance, and many others. Funding from the National Endowment for the Arts, the Lannan Foundation, the Gund Family Foundation, and many other contributors enables the program to offer these items free of charge, including shipping.

To receive a catalog for your library, your name, shipping, address, telephone number, and fax/mail to: Tamara Mewis, Director, DUC Program, Art Resources Transfer, Inc., 526 W. 26th St., Suite 614, New York, NY 10001; 212-255-2919; fax: 212-352-8448.

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(continued from page 12)

1,182,012. Out of that number, 24,320 were slave owners.

? *How many manufacturing establishments were located in St. Louis County in 1900?*

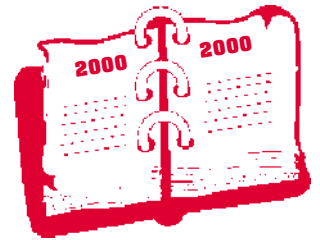
• There were 183 manufacturing establishments in St. Louis County in 1900, compared to 6,732 in the City of St. Louis.

? *Out of a total female population of 9,406 who were age 25 or older in Cole County*

• *(county seat is Jefferson City), Missouri in 1940, how many had completed four years of college?*

466 females in Cole County, age 25 and older, had completed four years of college in 1940.

## Upcoming Events



**November 1**

State Library's Youth Services Fall Conference  
"Seeking Solutions: Libraries Committed to Youth at Risk"  
Jefferson City

**November 1**

National Family Literacy Day

**November 8**

National Young Reader's Day

**November 11**

Fourth Celebration of the Book  
University of Missouri-Columbia

**November 13-19**

National Children's Book Week

**December 7-8**

Missouri Public Library Directors Meeting  
Lake of the Ozarks

**December 14**

Secretary's Council on Library Development Meeting  
Jefferson City



## Why read aloud to young people?

**R**einforces lifelong reading

**E**nlarges vocabulary

**A**llows for shared experiences

**D**emonstrates connections between oral and written language

**A**rouses the imagination

**L**eads to knowledge about books and authors

**O**ffers opportunities for active listening

**U**tilizes a variety of language

**D**evelops achievement potential



## Web tool for historical census/demographic information

Statistics from the first United States census in 1790 and for every subsequent census through 1970 are available on the University of Virginia's website at <http://fisher.lib.virginia.edu/census>. Detailed county, state, and national data are contained in this easily-accessed collection. Included is extensive information about the social and political character of the United States, including breakdowns of population by race, nationality, families, education, occupation, religion, and general economic conditions.

This site is made possible with the cooperation and consent of the Inter-university Consortium for Political and Social Research (ICPSR) in Ann Arbor, Michigan. The data were collected, keypunched, and error checked by ICPSR staff under a grant from the National Science Foundation. The selection of information to be included in the data set was carried out under guidelines developed by the American Historical Association. Sources for the complete data set include decennial censuses as well as information from agencies and organizations such as the U.S. Department of Agriculture and the National Council of Churches of Christ of the United States. Though not complete over the full time span of this study, statistics are provided for such diverse subjects as total numbers of newspapers and periodicals, total capital invested in manufacturing, total numbers of educational institutions, total number of churches, taxation by state, and land surface area in square miles.

Listed below are the types of questions that can be answered using the website:

? *How many public and academic libraries were in Missouri in 1850, and what was the total number of volumes in those libraries?*

In 1850, Missouri had 13 public libraries with a combined total of 23,106 volumes; there were four college libraries in the state with a combined total of 19,700 volumes.

? *How many slaves and slave owners lived in Missouri when the 1860 census was conducted, just prior to the outbreak of the U.S. Civil War in 1861?*

114,931 slaves lived in Missouri in 1860. The total population of the state was



(continued on page 11)

**Missouri State Library**  
**P.O. Box 387**  
**Jefferson City, MO 65102-0387**

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